

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through April 8, 2007)

**Easter/Passover 2007**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Alabama	Brunos	Shady Brook	0.99							< 16 lbs. Hen	
	Food World	Shady Brook	0.99							< 16 lbs. Hen	
	Kroger	Butterball	1.29								
		Honeysuckle	0.99								
	Publix	Butterball	1.39								
		Publix	1.19	0.79		1.49					
		Empire									
	Super Target	Archer Farms		0.88							
Western	Jennie-O	0.99									
Winn-Dixie	Honeysuckle	1.19	0.79						limit 2 w/ store card		
	Honeysuckle		1.29						w/o store card		
	Butterball		0.99						w/ store card		
	Butterball		1.29						w/o store card		
Arkansas	Brookshire's	Honeysuckle	1.39							Save \$3.00 w/ coupon	
	Kroger	Private Selection		0.69						< 16 lbs. Hen	
		Honeysuckle	0.99								
		Butterball		0.99							
Illinois	Buehler Buy Low	Honeysuckle	0.99							save \$1.00 w/ coupon	
	County Mart	Honeysuckle	1.19								
	Cub Foods	Honeysuckle	1.19								
	Dierbergs	Lil' Butterball		1.59							
	Dominick's	Butterball	1.49								
		Butcher's Cut	0.98								
	Econo Foods	Honeysuckle	0.99								
	Hy-Vee	Hy-Vee	1.19	0.89							
	Jewel	Jennie-O		0.79						< 16 lbs. Hen	
		Perdue	1.49								
	Kroger/Hilander	Butterball	1.39								
		Perdue	1.39								
		Shady Brook	1.39								
		Private Selection		0.99							
		no label	*	*						< 16 lbs. Hen; \$5.00 Off	
		no label	*	*						> 16 lbs. Tom; \$10.00 Off	
Meijer	Honeysuckle		*						< 16 lbs. Hen; \$8.00 off		
	Honeysuckle		*						> 16 lbs. Tom; \$14.00 off		
Schnuck's	Schnuck's	0.99									
Super Target	Archer Farms		0.88								
Walt's Food	Rosebud Farms		0.89								

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Indiana	Buehler Buy Low	Honeysuckle	0.99							save \$1.00 w/ coupon
	Fresh Encounters	Honeysuckle	1.29							< 16 lbs. Hen
	Jewel	Jennie-O		0.79						< 16 lbs. Hen
	Kroger	Perdue	1.49							
		Shady Brook	1.19							
		Honeysuckle	1.29							
		Private Selection		0.99						
		no label	*	*						< 16 lbs. Hen; \$5.00 Off
		no label	*	*						> 16 lbs. Tom; \$10.00 Off
	Kroger/Owen's/ PayLess	Butterball	1.39							
		Perdue	1.39							
		Shady Brook	1.39							
		Private Selection		0.99						
	Marsh	Butterball	1.39	1.19						
	Martin's	Honeysuckle	1.18	0.98						
	Meijer	Honeysuckle		*						< 16 lbs. Hen; \$8.00 off
		Honeysuckle		*						> 16 lbs. Tom; \$14.00 off
	O'Mailia's	Butterball	1.39	1.19						
	Schnuck's	Schnuck's	0.99							
	Strack & Van-Til	Pilgrim's Pride	1.19	0.99						
		Rosebud Farms	0.99							
	Super Target	Archer Farms		0.88						
	Wesselman's	Butterball		0.99						
Iowa	Econo Foods	Honeysuckle	0.99							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Super Target	Archer Farms		0.88						
Kansas	Dillon's	Butterball	1.49							Save \$3.00 w/ coupon
		Honeysuckle	1.29							Save \$2.00 w/ coupon
	Homeland	Honeysuckle	1.29							
		Best Choice		0.79						
	Hy-Vee	Hy-Vee	1.19	0.89						
Kentucky	Super Target	Archer Farms		0.88						
	Buehler Buy Low	Honeysuckle	0.99							save \$1.00 w/ coupon
	Food City	Butterball	1.39	0.89						Save \$3.00 w/ coupon
	Food Fair	Amish Valley	1.19							< 16 lbs. Hen
	Foodland	Honeysuckle	0.99							
	Hen House	no label	1.49							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Kentucky</b> (continued)	Kroger	Shady Brook	0.99-1.19							
		Honeysuckle	1.29							
		Private Selection		0.99						
		no label	*	*						< 16 lbs. Hen; \$5.00 Off
		no label	*	*						> 16 lbs. Tom; \$10.00 Off
	Remke's	Honeysuckle		1.19						< 16 lbs. Hen
<b>Louisiana</b>	Albertson's	Honeysuckle	0.99							
	Breaux Mart	Shurfresh		0.57						< 16 lbs. Hen
	Brookshire's	Honeysuckle	1.39							Save \$3.00 w/ coupon
	Brookshire Bros.	Jennie-O	1.19							
	Kroger	Jennie-O	0.99							
		Private Selection		0.69						
	Sav-A-Center	Butterball	1.19							< 16 lbs. Hen
	Super Target	Archer Farms		0.88						
<b>Michigan</b>	Winn-Dixie	Honeysuckle	1.19	0.79						limit 2 w/ store card
		Honeysuckle		1.29						w/o store card
		Butterball		0.99						w/ store card
		Butterball		1.29						w/o store card
	D&W	Spartan Amish	1.19							
	Family Fare	Spartan Amish	1.19							
	Farmer Jack	Jennie-O	0.99							w/ store card
		Jennie-O	1.49							w/o store card
<b>Minnesota</b>	Glen's Markets	Spartan Amish	1.19							
	Hardings	Spartan Amish	1.19							
	Hiller's	Amish	1.48							
		Empire		1.69						< 16 lbs. hen
	Kroger	Honeysuckle	1.29	*						Frozen 33% Off w/ store card
		Butterball		*						Frozen 33% Off w/ store card
		Private Selection		*						Frozen 33% Off w/ store card
		Riverside		*						Frozen 33% Off w/ store card
<b>Minnesota</b>	Martin's	Honeysuckle	1.18	0.98						
	Meijer	Honeysuckle		*						< 16 lbs. Hen; \$8.00 off
		Honeysuckle		*						> 16 lbs. Tom; \$14.00 off
	Super One	Jennie-O	0.99	0.79						
		Lil' Butterball		1.39						
	Cash Wise	Jennie-O	*							< 16 lbs; Free w/ ham purchase
		Jennie-O	0.98							
	Coborn's	Jennie-O	0.99							< 16 lbs. Hen
<b>Minnesota</b>	Cub Foods	Jennie-O	1.19							
	Econo Foods	Honeysuckle	0.99							

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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Minnesota</b> (continued)	Festival	Jennie-O	1.19							
	Hornbacher's	Honeysuckle	0.98							
		Lil' Butterball		1.38						
	Hy-Vee	Hy-Vee	1.19	0.89						
	Sunmart	Honeysuckle	0.99							
	Super Target	Archer Farms		0.88						
<b>Mississippi</b>	Brookshire's	Honeysuckle	1.39							Save \$3.00 w/ coupon
	Kroger	Private Selection		0.69						< 16 lbs. Hen
		Honeysuckle	0.99	0.99						
		Butterball								
	Sav-A-Center	Butterball	1.19							< 16 lbs. Hen
	SaveRite	Honeysuckle		0.59						
	Schnuck's	Schnuck's	0.99							
	Winn-Dixie	Honeysuckle	1.19	0.79						limit 2 w/ store card w/o store card w/ store card w/o store card
		Honeysuckle		1.29						
		Butterball		0.99						
		Butterball		1.29						
<b>Missouri</b>	Dierbergs	Lil' Butterball		1.59						
	Gerbes	Butterball	1.49							Save \$3.00 w/ coupon
		Honeysuckle	1.29							Save \$2.00 w/ coupon
	Hen House	no label	1.49							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Ramey	Honeysuckle	1.19							\$2.00 off w/ coupon
		Best Choice		0.99						
	Schnuck's	Schnuck's	0.99							
	Super Target	Archer Farms		0.88						
<b>Nebraska</b>	Albertson's	Norbest	0.99							< 16. lbs. Hen
	Bakers	Butterball	1.49							Save \$3.00 w/ coupon
		Honeysuckle	1.29							Save \$2.00 w/ coupon
	Bag'n Save	Honeysuckle	0.99							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Russ's Market	Norbest	0.99							
	Sunmart	Honeysuckle	0.99							
	Super Target	Archer Farms		0.88						
<b>North Dakota</b>	Albertson's	Norbest	0.99							< 16. lbs. Hen
	Cash Wise	Jennie-O	*							< 16 lbs; Free w/ ham purchase
		Jennie-O	0.98							
	Dan's	Farm Fresh		0.99						

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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>North Dakota</b> (continued)	Hornbacher's	Honeysuckle	0.98							
		Lil' Butterball		1.38						
	Sunmart	Honeysuckle	0.99							
	Super Target	Archer Farms		0.88						
<b>Ohio</b>	Bigg's	Butterball		0.99						
		Honeysuckle		0.99						
	Buehler Market	Amish Country	1.29					2.29		
		Bowman & Landes								
	Cub Foods	Honeysuckle	0.99	0.99						
	Food Fair	Amish Valley	1.19							< 16 lbs. Hen
	Foodland	Honeysuckle	0.99							
	Fresh Encounters	Honeysuckle	1.29							< 16 lbs. Hen
	Geyer's	Farm Fresh		0.99						
	Giant Eagle	Giant Eagle	1.09	0.99						w/ store card
		Giant Eagle	1.39	1.29						w/o store card
		Honeysuckle	1.09	0.99						w/ store card
		Honeysuckle	1.39	1.29						w/o store card
	Kroger	Honeysuckle	1.19-1.29	*						Frozen 33% Off w/ store card
		Butterball		*						Frozen 33% Off w/ store card
		Private Selection		*						Frozen 33% Off w/ store card
		Riverside		*						Frozen 33% Off w/ store card
		Shady Brook	0.99-1.19							Frozen 33% Off w/ store card
		Private Selection		0.99						
	Meijer	Honeysuckle		*						< 16 lbs. Hen; \$8.00 off
		Honeysuckle		*						> 16 lbs. Tom; \$14.00 off
	Shop & Save	Honeysuckle	1.29	1.19						
	Sparkle	Honeysuckle	0.99							
<b>Oklahoma</b>	Albertson's	Honeysuckle	0.99							
	Dillon's	Butterball	1.49							Save \$3.00 w/ coupon
		Honeysuckle	1.29							Save \$2.00 w/ coupon
	Homeland	Honeysuckle	1.29							
		Best Choice		0.79						
	Reasor's	Honeysuckle							1.69	
<b>South Dakota</b>	Super Target	Archer Farms		0.88						
	United	Honeysuckle		0.79						
	Albertson's	Norbest	0.99							< 16 lbs. Hen
	Coborn's	Jennie-O	0.99							< 16 lbs. Hen
	Econo Foods	Honeysuckle	0.99							
	Hy-Vee	Hy-Vee	1.19	0.89						
	Sunshine Foods	Shur Fresh		0.79						

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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Tennessee	Bi-Lo	Shady Brook	0.99							< 16 lbs. Hen
	Food City	Butterball	1.39	0.89						Save \$3.00 w/ coupon
	Food Lion	no label		0.79						w/ store card
		no label		1.09						w/o store card
	Harris Teeter	Harris Teeter	1.29							< 16 lbs. Hen
		HT Naturals							2.29	< 16 lbs. Hen
	Ingle's	Butterball	1.49							
		Butterball		0.98						< 16 lbs. Hen
	Kroger	Butterball	1.29	0.99						
		Honeysuckle	0.99							< 16 lbs. Hen
Texas		Private Selection		0.69						< 16 lbs. Hen; \$5.00 Off
		no label	*	*						> 16 lbs. Tom; \$10.00 Off
		no label	*	*						
		Shady Brook	0.99							
	Publix	Butterball	1.39							
		Publix	1.19	0.79						
		Empire			1.49					
	Schnuck's	Schnuck's	0.99							
	Super Target	Archer Farms		0.88						
	Albertson's	Honeysuckle	0.99							< 16 lbs. Hen
Wisconsin	Brookshire's	Honeysuckle	1.39							Save \$3.00 w/ coupon
	Brookshire Bros.	Jennie-O	1.19							
	Carnival	Butterball		0.99						< 16 lbs. Hen
	David's Foods	Jennie-O		0.49						
	H-E-B	Butterball		0.99						> 16 lbs. Tom
		H-E-B	0.99							
	Kroger	Jennie-O	0.99							
		Private Selection		0.69						
	Minyard's	Butterball		0.99						< 16 lbs. Hen
	Sack'n Save	Butterball		0.98						< 16 lbs. Hen
	Super Target	Archer Farms		0.88						
	Cub Foods	Jennie-O	1.19							
	Econo Foods	Honeysuckle	0.99							
	Jewel	Jennie-O		0.79						< 16 lbs. Hen
		Perdue	1.49							
	Super One	Jennie-O	0.99	0.79						
		Lil' Butterball		1.39						
	Super Target	Archer Farms		0.88						